



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**INTRODUCTION TO MARKETING
BUS1430 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

BUS1430 - INTRODUCTION TO MARKETING (3 hrs)

This course discusses the problems of transferring title and in moving goods from producer to consumer, buying, selling, storing, transporting, standardizing, financing, risk bearing, and supplying market information. An intensive study is made of free enterprise and the government's contribution, retailing, and international marketing. The consumer's view is held in sharp focus.

Prerequisites:

None

Controlling Purpose:

This course serves as an introduction to the marketing process, its essential functions, and the institutions performing them. The interacting effects of such factors as selling, advertising, pricing, and channels of distribution in marketing are considered.

Learner Outcomes:

Upon completion of the course, the student will be able to design a customer oriented marketing plan, identify the differences between business-to-business and consumer marketing, and understand about market research. The student will realize the importance of customer relations and relationship marketing, how products and services are developed, and how to manage brand and product categories.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals

- of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Designing customer-oriented marketing strategies						
Outcomes: Upon completion of this unit, the students will understand the need for and be able to design a customer oriented marketing plan.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the definition of Marketing
						Understand the basic elements of marketing planning
						Describe how the marketing environment effects marketing strategy
						Understand how government regulations affect the marketing process
						Identify ethical concepts and concerns in marketing
						Describe the implications of social responsibility
						Understand the four P's of marketing
						Understand the elements of a marketing plan
						Describe basic strategies for E-commerce
						Describe the characteristics of online buyers and sellers

UNIT 2: Understanding Buyers and Markets

Outcomes: Upon completion of this unit, the student will understand the basics of consumer behavior as well as difference between business-to-business marketing and consumer marketing.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the consumer decision making process
						Recognize the psychological factors that affect buying
						Identify the concepts of customer behavior and market segmentation
						Describe how B2B marketing differs from consumer marketing
						Identify the stages of the consumer buying process
						Discuss the international marketing environment
						Understand the benefits of free trade
						Describe basic strategies for entering foreign markets.

UNIT 3: Target Market Selection

Outcomes: Upon completion of this unit, the students will understand how market research is conducted and how markets are segmented and targeted. The student will understand the importance of customer relations and relationship marketing.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the market research process
						Understand how to differentiate the market into target markets
						Understand demographic and psychographic segmentation
						Understand basic sales forecasting
						Describe strategies for reaching target markets
						Understand the shift from transaction based to relationship marketing
						Understand the importance of building customer relationships
						Describe basic strategies for improving customer relationships

UNIT 4: Product decisions

Outcomes: Upon completion of this unit, the students will understand how products and services are developed and how to manage brand and product categories.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Distinguish between goods and services.
						Describe the product life cycle
						Understand the new product development process
						Describe the functions of packaging
						Understand product safety and liability concerns
						Understand how to manage brands for a competitive advantage
						Understand price elasticity concepts
						Understand basic pricing strategies
						Understand the law regarding pricing strategy
						Describe basic methods for determining price

Projects Required:

1. Unit and Final Examinations
2. Quizzes and outside assignments
3. Case work

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Timeframe:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.